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# The One Minute Salesperson

**Spencer Johnson, M.D.**

Bestselling Co-Author of the *New York Times* bestsellers  
WHO MOVED MY CHEESE? and THE ONE MINUTE MANAGER

# The One Minute Sales Person

co-authored with Larry Wilson

A Moment of Your Time—A Lifetime of Results

**Read by Spencer Johnson, M.D.**



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## **Synopsis**

From the bestselling co-author of Who Moved My Cheese? . . . Spencer Johnson presents us with hints and tips for becoming more effective and confident in sales. With concise, practical advice in a dynamic presentation, the lessons learned from The One Minute Salesperson are invaluable.

## **Book Information**

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## **Customer Reviews**

I think this is a worthwhile book for someone who is beginning a sales career or has an antagonist attitude toward the profession, but wants to change that maybe because they are starting a business, doing consulting, etc. It is particularly good for people who don't feel comfortable with the whole idea of selling, but realize it's an important skill and is even required in daily life e.g. to sell an idea, convince a child to do something in their best interests, etc. I have read some reviews of this book that sound harsh; I think that some of them may be overstated. While this book is short, simple and a quick read, it does a very good job of driving the basics home in a way that represents the sales profession well and honors an ethical approach to business. While the ideas themselves are simple, their application on a daily basis is not. If you read this book and embody the principles, it will make a big difference in your attitude toward sales as a profession, to your customers and to your personal income. I think almost everyone reading this has probably been on the receiving end of a bad or unscrupulous salesperson. They unfortunately are not rare and give the profession a bad name. Their tactics are coercive and manipulative. This is not the kind of sales that this book talks about. Personally, I think a good salesperson earns their money by helping a customer to understand their needs, asks powerful questions that bring out the implications of their customer's

business situation and presents options that the customer will feel good about. They also build relationships based on trust, superior product knowledge and professionalism. They keep their commitments, follow through on promises and know the difference between persuasion and manipulation.

Of the hundreds of books now available which offer guidance on sales, this is one of the most valuable because -- carefully adhering to the "one minute principle" -- Johnson compresses an abundance of practical advice within just 109 pages. He creates a hypothetical situation in which "a very successful sales person" reflects back on his career and recalls specific people from whom he learned how to succeed. They include a wealthy and respected "salesman" who was now chairman of the board of a major corporation and several others, he explains, who also had become a One Minute Sales Person. The eager young man then seeks each out, schedules a meeting, and thereby sustains his learning process. By the end of the book, the New One Minute Sales Person receives a call from a "brand-new sales person" eager to obtain his advice. He agrees to meet with her, willing to share with her what so many others had shared with him. That in the proverbial nutshell is how Johnson organizes his material but such a brief description cannot possibly do full justice to the value of that material. It would be a disservice to both Johnson and to those who read this review to say much more about this book. (I found myself in precisely the same situation when reviewing Johnson's *Who Moved My Cheese?*) I highly recommend it to anyone involved in significant relationships with others. Yes, yes, I know: That includes most of the adult population on the planet Earth. Permit me to explain. The core principles which Johnson advocates are relevant to any situation in which the objective is communication (e.g. explanation and/or persuasion) or providing service to others (helping them to solve problems, fill their needs, achieve their own objectives, etc.).

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